

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

**In the claims**

1-47. (Cancelled)

48. (Currently Amended) A method for real time mobile commerce transactions comprising:

receiving a selected transaction request transmitted from a mobile device to a central server, wherein the selected transaction request comprises an information search request, an information acquisition request, an information comparison request, a price request, a price comparison request, a transaction instruction request, and a transaction execution request, and wherein transmitting the selected transaction request comprises, transmitting using a keyboard, transmitting using audible speech, and transmitting visual data, comprising data in a touch screen enabled display panel format;

receiving in the mobile device information from a coupled wireless bar code reader, wherein the information comprises at least one of product identification information, product feature information, and price information, and wherein the wireless bar code reader reads the information from a bar code chosen from a group comprising a bar code on an item in proximity to the wireless bar code reader and a bar code referring to an item not in proximity to the wireless bar code reader, wherein the coupled wireless bar code reader is one of integrated in the mobile device, and collocated with the mobile device;

setting up at least one customized search engine table to conduct a search by selecting a parameter of interest from the table, wherein the search engine table is set up by a user of the mobile device;

querying at least one server regarding the selected transaction request in response to receiving the selected transaction request wherein the server uses a lookup table and a stored user profile to set an environment specific to the user for the selected transaction request;

receiving a response to the query from the at least one server;

processing the received response, including formatting the received response;  
transmitting the processed response to the mobile device, such that the mobile device receives the response in one of a plurality of formats comprising an audible data format, and a visual data format including a touch screen enabled display panel format;  
and

executing a transaction in response to a received transaction execution request, including communicating with the at least one server using data received from the mobile device, and further comprising automatic payment using the wireless bar code reader device information, automatically entering an item in an inventory database as sold, enabling the item to be removed from a store, wherein the transaction execution request can be transmitted from a remote position and local position relative to the store.

49. (Previously presented) The method of claim 48 wherein the wireless bar code reader device comprises at least one of an optical bar code reader and a radio frequency (RF) bar code reader.

50. (Currently amended) A method for real time mobile commerce transactions comprising:

receiving a selected transaction request transmitted from a mobile device to a central server, wherein the selected transaction request comprises an information search request, an information acquisition request, an information comparison request, a price request, a price comparison request, a transaction instruction request, and a transaction execution request, and wherein transmitting the selected transaction request comprises, transmitting using a keyboard, transmitting using audible speech, and transmitting visual data, comprising data in a touch screen enabled display panel format;

receiving in the mobile device information from a radio frequency identification (RFID) tag, wherein the information received from the RFID tag comprises at least one of product identification information, product feature information, price information, product availability information, shipping information and payment information and;

setting up at least one customized search engine table to conduct a search by selecting a parameter of interest from the table, wherein the search engine table is set up by a user of

the mobile device and wherein at least one flag may be set for regularly interrogating a site and notifying the user of an event triggering a need which has been expressed by the user;

querying at least one server regarding the selected transaction request in response to receiving the selected transaction request wherein the server uses a lookup table and a stored user profile to set an environment specific to the user for the selected transaction request;

receiving a response to the query from the at least one server;

processing the received response, including formatting the received response;

transmitting the processed response to the mobile device, such that the mobile device receives the response in one of a plurality of formats comprising an audible data format, an alpha numeric data format and a visual data format including a touch screen enabled display panel format; and

executing a transaction in response to a received transaction execution request, including communicating with the at least one server using data received from the mobile device, and further comprising automatic payment using the RFID tag information, automatically entering an RFID tagged item in an inventory database as sold, enabling the item to be removed from a store, wherein the transaction execution request can be transmitted from a remote position and local position relative to the store.

51. (Currently Amended) A method for real time mobile commerce transactions comprising:

configuring a mobile device for computation, command, control and communication of voice and data information;

the mobile device communicating with a server to transmit and receive data via at least one network using at least one of wired and wireless communication methods using at least one communication protocol on at least one channel of the mobile device, wherein transmitting comprises, transmitting using a keyboard, transmitting using audible speech, and transmitting visual data that comprises data in a touch screen enabled display panel format; and wherein receiving comprises, receiving using audible speech, using voice, using sound, and receiving using visual data that comprises data in a touch screen enabled display panel format;

receiving transaction information from a plurality of merchant web sites and

associated merchant servers wherein the information comprises at least one of product description, product features, product configuration, pricing, shipping, delivery, inventory, payment terms and transaction terms, wherein receiving further comprises receiving in the mobile device information from a coupled RFID tag reader, wherein the information comprises at least one of product identification information, product feature information, and price information, and wherein the RFID tag reader reads the information from a RFID tag chosen from a group comprising an item in proximity to the RFID tag reader and referring to an item not in proximity to the RFID tag reader, wherein the coupled RFID tag reader is one of integrated in the mobile device, and collocated with the mobile device;

setting up at least one customized search engine table to conduct a search by selecting a parameter of interest from the table, wherein the search engine table is set up by a user of the mobile device;

communicating a first transaction request from the mobile device to at least one server related to a first item and archiving data related to the communication in at least one of a lookup table and a database in the mobile device wherein the server uses a lookup table and a stored user profile to set an environment specific to the user for the selected transaction request;

receiving at least one response to the first transaction request from the at least one server related to the first item and archiving data related to the at least one response in at least one of a lookup table and a database in the mobile device;

comparing the transaction request to the at least one server with the transaction response from the at least one server in conjunction with user defined rules, and storing resulting information in at least one of a lookup table and a database in the mobile device, wherein the comparing is executed in one or more of the mobile device and a server located on the at least one network;

comparing the information provided by the at least one server with information provided by at least one others server for a selected user defined utility, wherein the comparing is executed in one or more of the mobile device and a server located on the at least one network;

evaluating and selecting a server of the at least one servers based on the

comparing for execution of a selected transaction related to a selected item, wherein the selection is based on user defined criteria of the comparing for acquisition of a particular item;

communicating a transaction request for the selected transaction to the selected server from the mobile device; and

executing the selected transaction request with the mobile device in conjunction with the selected server, wherein the execution includes at least one payment method selected from a list comprising payment by credit card, payment by a check, payment by debit card, payment via direct debit to a bank account, payment directly charged to an account maintained by the user with the service provider, and payment by debiting an amount from an account maintained by the user within the mobile device, executing further comprising automatic payment using the RFID tag reader device information, automatically entering an item in an inventory database as sold, enabling the item to be removed from a store, wherein a transaction execution request can be transmitted from a remote position and local position relative to the store.

52. (Canceled).

53. (Previously Presented) The method of claim 48, wherein the automatic payment includes payment directly charged to an account maintained by the user with a service provider or payment by debiting an amount from an account maintained by the user within the mobile device.

54. (Previously presented) The method of claim 48, wherein the mobile device further comprises a user customizable list in the form of a configurable list which is imputed on a PC or other convenient input means and down loaded onto the mobile device.

55. (Previously presented) The method of claim 48, wherein a local server or internet server is programmed to learn search needs and patterns to artificially learn the user's search behavior, preferences and search patterns and generate a customized and dynamically responsive artificial intelligence search engine function.

56. (Previously presented) The method of claim 48, wherein value optimization factors of a user are inputted to generate an algorithm to drive individual satisfaction on all factors.

57. (Previously presented) The method of claim 48, wherein at the server, a matching routine allows a desired action to be parsed into a more suitable-form for processing, including language conversion.

58. (Previously presented) The method of claim 48, further comprising auto adjusting and decreasing store inventory for a sold item and automatically notifying a supplier, placing an order for the item and scheduling delivery of the item.

59. (Previously presented) The method of claim 48, further comprising updating the user profile with information relating to the user.

60. (Previously presented) The method of claim 50, wherein a zone controller causes an audible or other notification to a sales clerk or vendor if a customer attempts to remove or add an item from a predefined control zone under the supervision of the zone controller.

61. (Currently amended) The method of claim 48 [[51]], wherein at least one flag flags may be set for regularly interrogating a site and notifying the user of an event triggering a need which has been expressed by the user.

62. (Previously presented) The method of claim 51, wherein the mobile device further comprises a camera for acquiring images of the user and goods, and the mobile devices sends the images to the server or a third party to assist in the purchasing process.